

Calls from radio and television stations asking people to listen to or watch a particular stations are commercial solicitations--they are solicited for the sole purpose of attracting viewers and listeners in order to increase advertising revenue for the station. As the FCC regulations on telemarketing calls are already based on the caller intent rather than content of the call, and the regulations are already designed to close loopholes like phony "surveys" designed to generate leads for sales, I do not understand why the FCC has decided to create a brand new loophole for radio and television stations. This loophole will clearly come to be abused just as we see abuse today--radio and television stations will have an open conduit to generate revenue by taking money directly from advertisers for the purpose of making telemarketing calls to ask people to watch or listen at particular times when advertising for those advertisers will be played or shown on the air. This revenue opportunity will lead to exploitation of the loophole, and those of us who do not want to receive telemarketing calls will receive such calls.